

Figure 1: Functional diagram of small data display receiver having various forms of wireless access interface (a) ISM RF, (b) Digital FM/AM Radio Broadcast (c) Satellite RF radio broadcast.

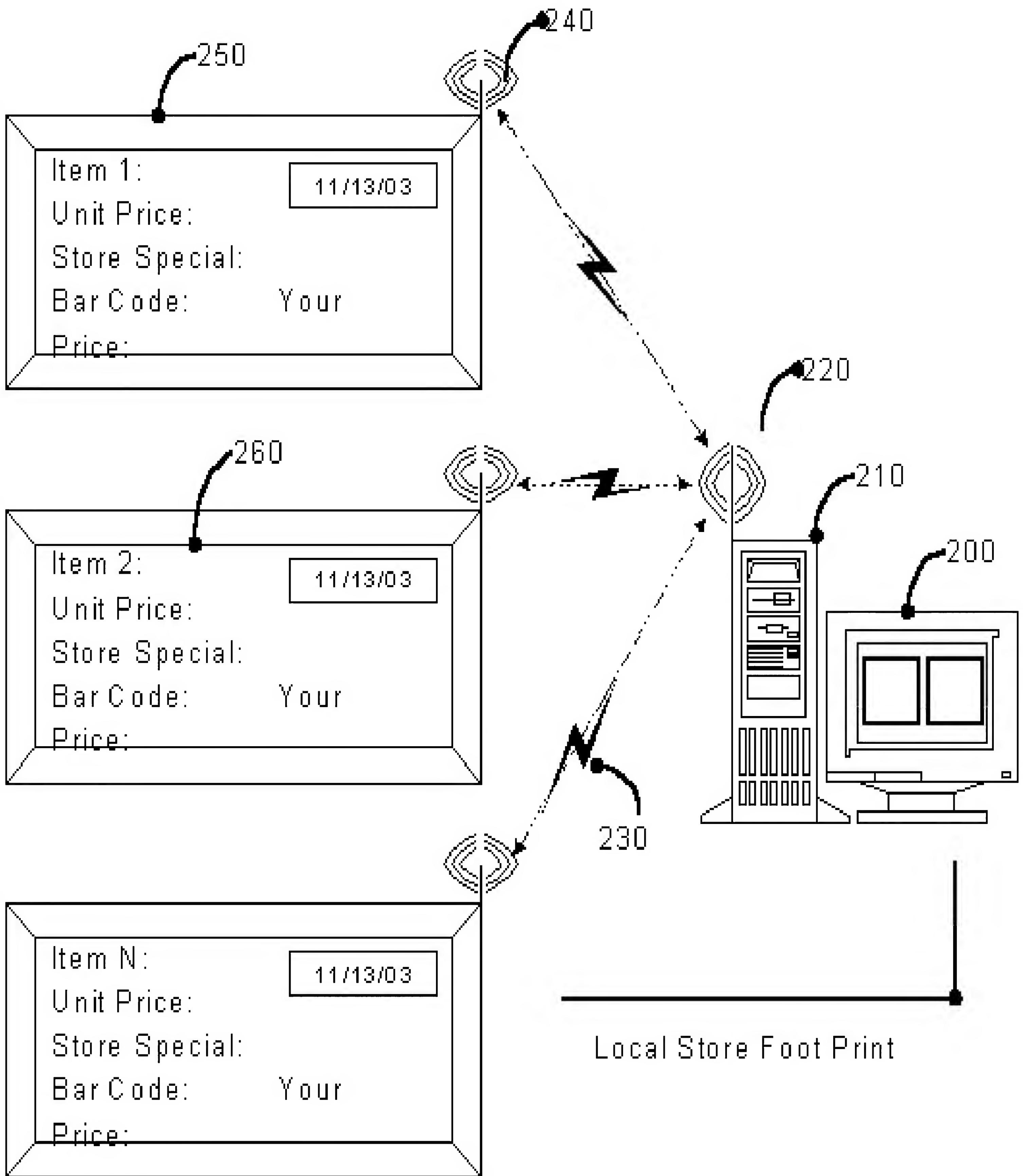


Figure 2: Local foot print end-2-end retail shelf information automation system.

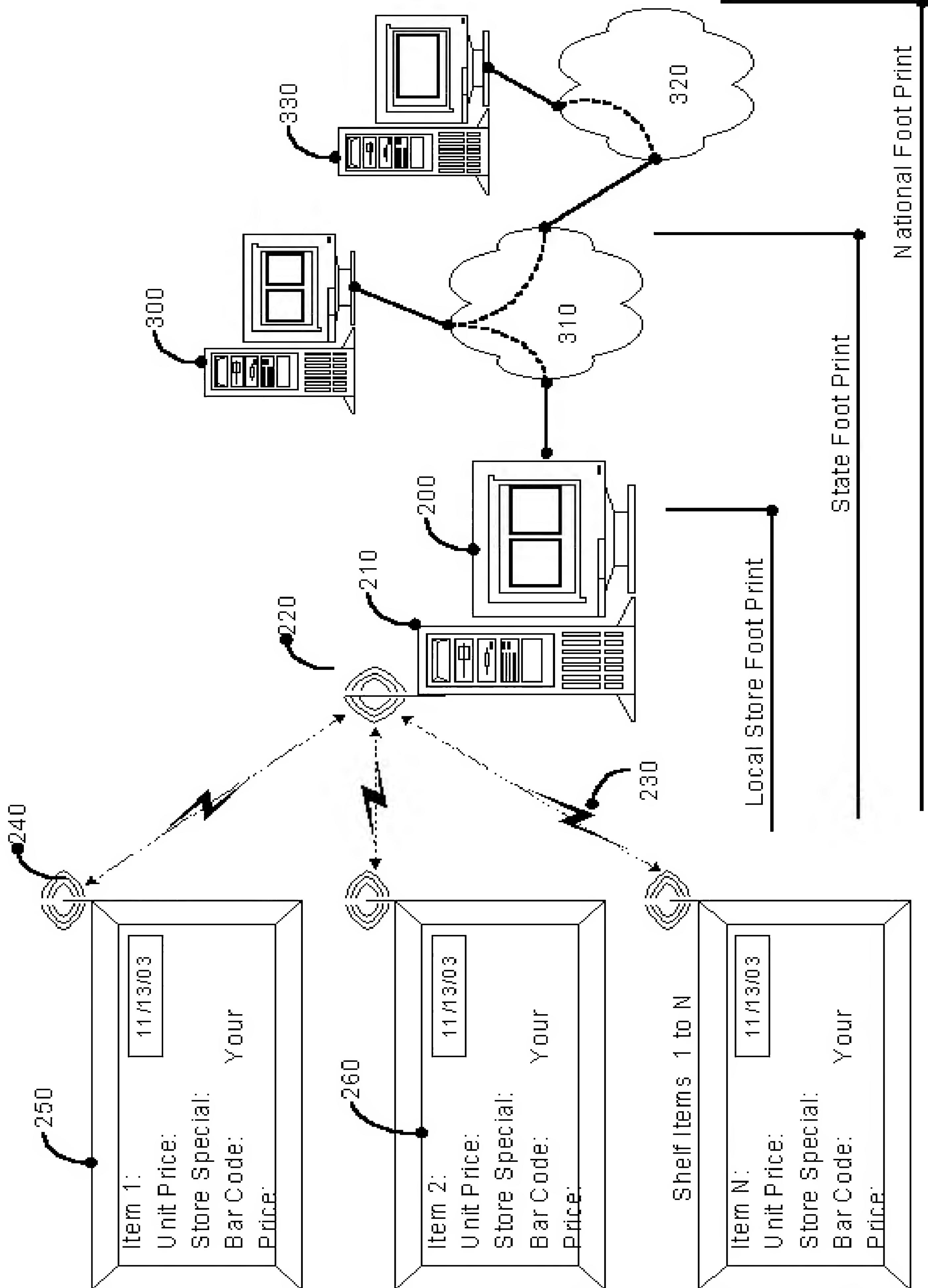
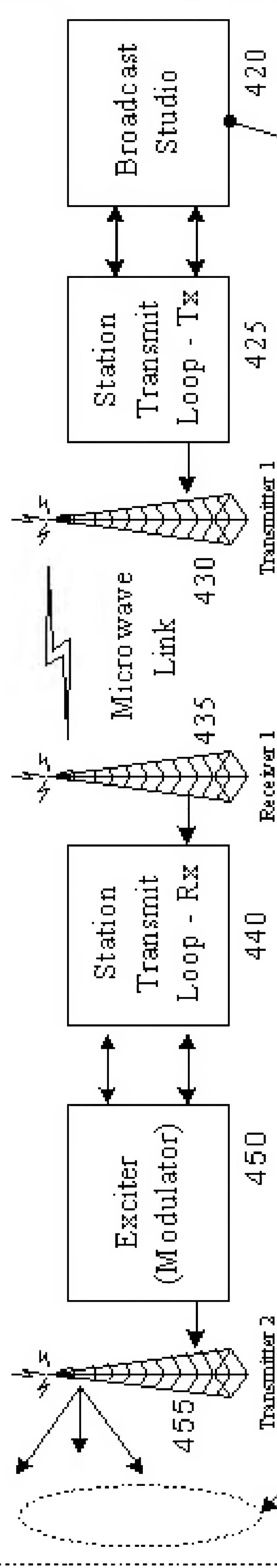


Figure 3: End-to-end automation system with local controller for regional and national foot print.

AM/FM Analogue Tx AM/FM Digital Tx



AM/FM Typical Broadcast System Architecture

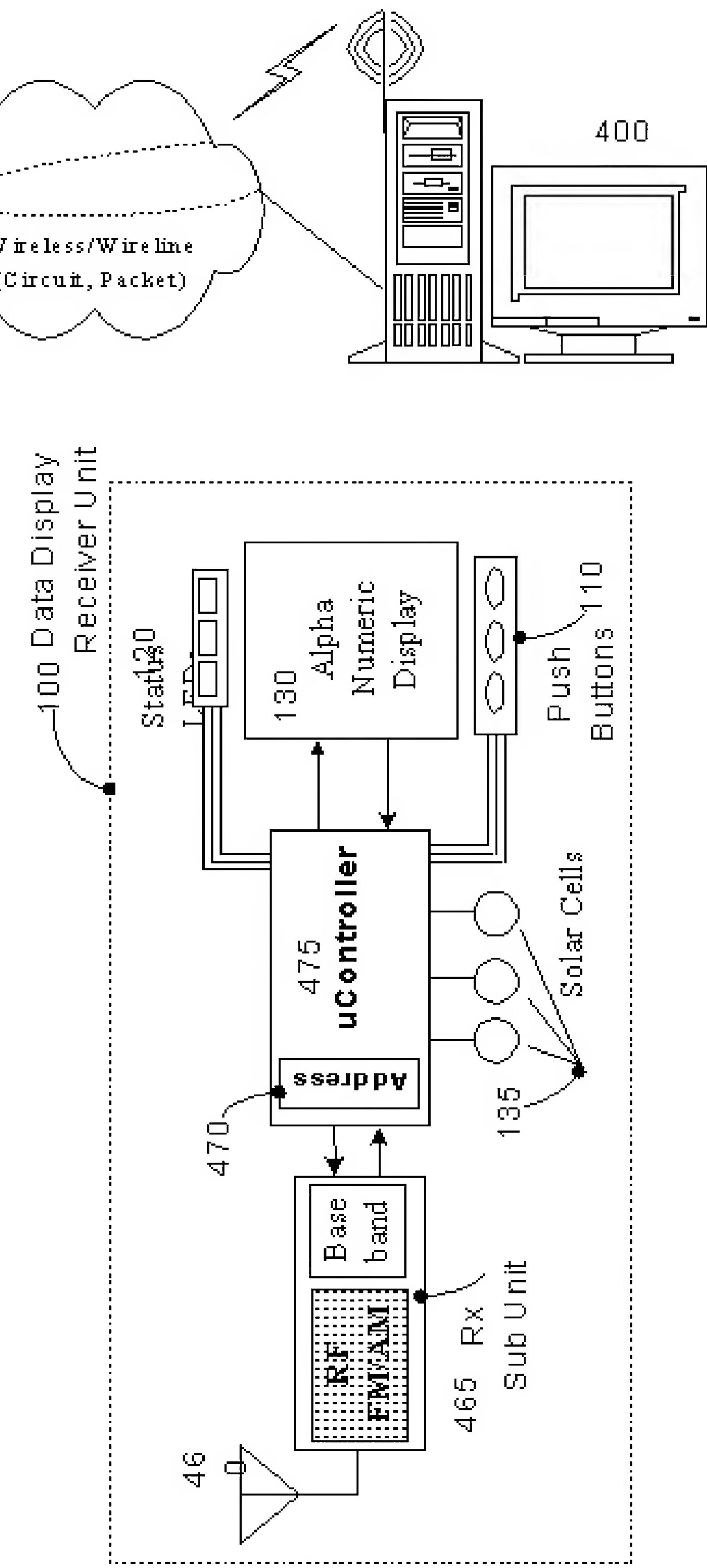


Figure 4: End-2-end automation system, where a controller communicates with the retail shelf display receiver over emerging terrestrial digital broadcast radio networks.

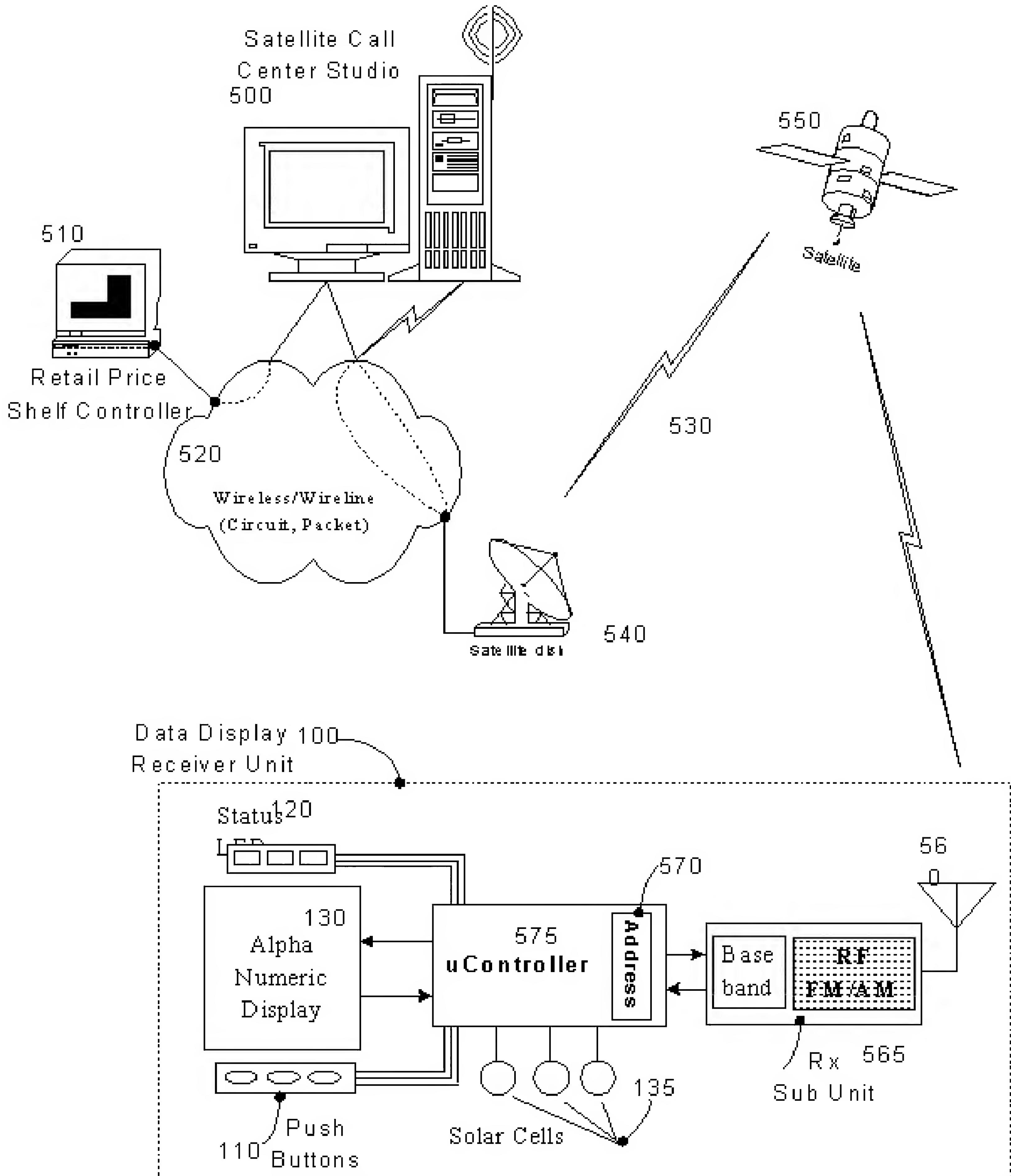


Figure 5: End-2-end automation system, where a controller communicates with retail display shelf receiver over Satellite broadcast digital radio networks.

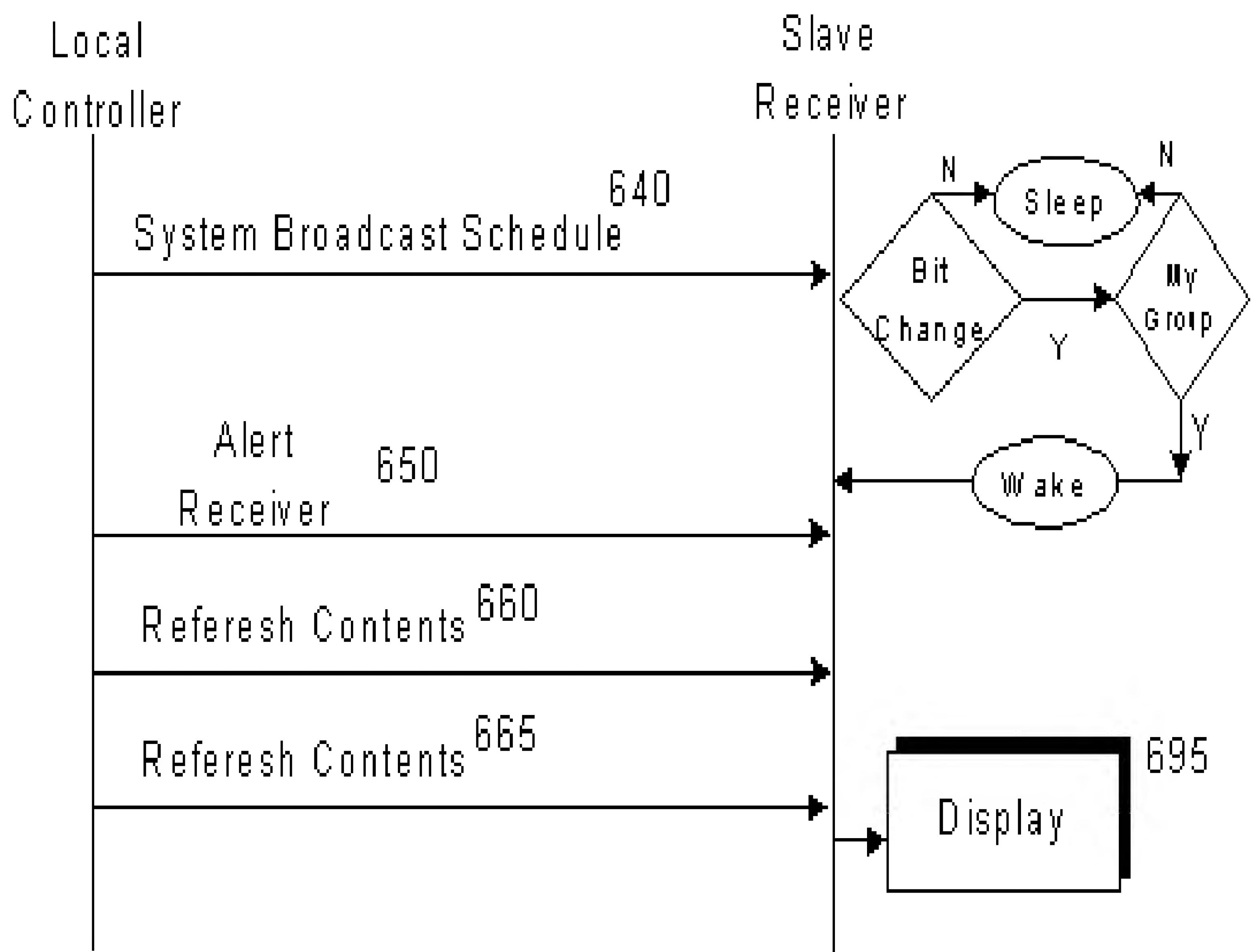
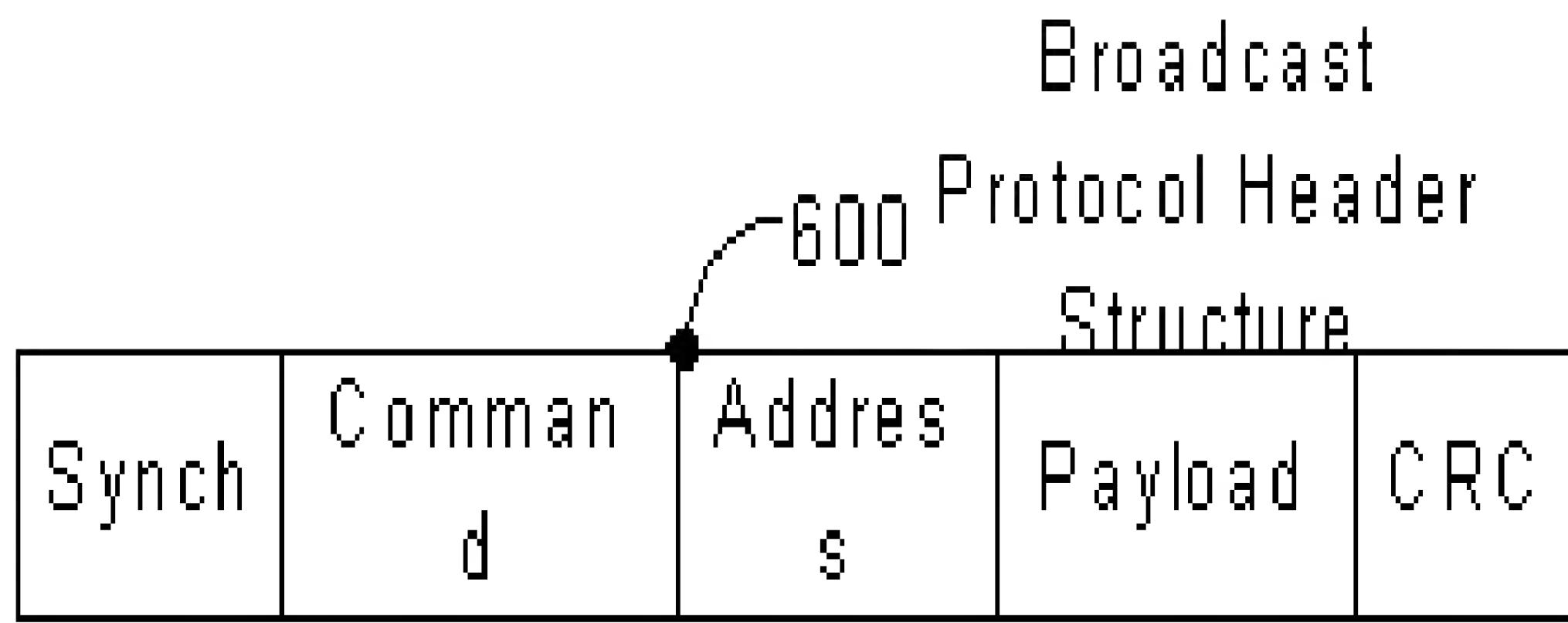


Figure 6: Optimized protocol structure allowing battery save and filtering of information for retail shelf display to the receiver.